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Publishers Weekly

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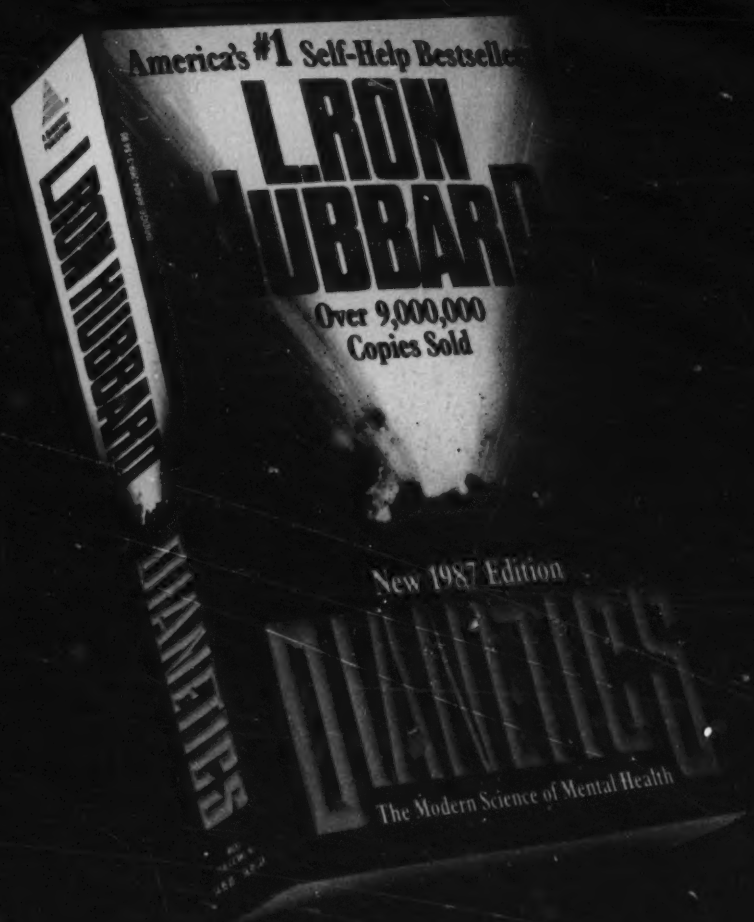

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FEATURES

Moscow '87: The 'Glasnost' Fair 21
Currents of change are blowing through Soviet publishing; here's what it may mean to the Russians—and the West *by Herbert R. Lottman*

The Moscow Protocols *by John F. Baker* 22

Crime: A New East-West Dialogue *by Lisa See* 25

An Interview with Mikhail Nenaschev 30

RUSSIA'S BIG BESTSELLER:
A Talk with Julian Semyonov *by Miriam Berkley* 34

DEPARTMENTS

NEWS OF THE WEEK 13

286 Editors Sign Letter Against Bork Nomination

High Court Won't Rule on *Salinger*

10 Publishers Say Berne Adherence Would Not Affect Moral Rights Issue

Burlingame to Have Imprint at Harper; Shinker Is Publisher

Wrede to Head McGraw-Hill Book Co.

Librarian of Congress Installed

Barnes & Noble to Issue Stein and Day Titles

Digest Buys 50% of D. Kindersley

TRADE NEWS 41

Harper & Row to Ship Book by Gorbachev in Early November

Hardcover Books: LBJ's Mistress Signs with Contemporary

HBJ Signs Up 'Daddy Dearest' by Yul Brynner's Son

Marion Boyars to Publish Poetry by Russian Prodigy

St. Martin's Guide to Gay Health in AIDS Era Coming

Barry Manilow: Finding the Time for the 'Sweet Life'

MARKETING 46

Reaching the Top Markets: Book marketers look for strategies to link publisher, bookseller and media

Anatomy of a National Tour

Multipurpose New Video Promo for Crown Publishers

BOOKSELLING & MERCHANDISING 51

The Progress of Bookland EAN: Pressure from Waldenbooks and other retailers is prompting U.S. publishers to implement bar code technology

AUDIO/VIDEO PLUS 57

Simon & Schuster Reaffirms Commitment to Video

BOOK DESIGN & MANUFACTURING 59

Lighter-Weight Paper for 'Whirlwind' Saves Avon Heavy Cost

New Reading System Promises to Increase Data Retention

PW INTERVIEWS 67

Susan Howatch

FORECASTS 69

Fiction 69
Nonfiction 74
How-To Books 79
Paperbacks 87

COLUMNS

Highlights 9
Letters 10
Editorial 11
People 19
Rights 20
Dessauer Report 45
Talk of the Trade 56
Southern Spotlight 66
Weekly Exchange 91
Paperback Bestsellers 96
Hardcover Bestsellers 98

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THE DESSAUER REPORT

BY JOHN P. DESSAUER

SECOND QUARTER SALES: SOLID

Although dollar-sales increases during the second quarter did not measure up to those of the first, unit gains were better. A major factor was the dramatically improved performance of mass market paperbacks, which posted impressive dollar and unit increases. Juvenile hardbounds and paperbounds continued at a healthy pace, as did adult paperbounds. Book club growth slowed somewhat, and mail order publications experienced only minimal dollar improvement along with unit declines. Elhi textbooks showed modest dollar growth but insignificant unit gains. College texts and professional books declined.

Retailers posted the best performance among the market sectors, showing solid dollar and unit gains for both the quarter and year to date. If the industry were to maintain the cumulative pace of the first two quarters during the second two, this could turn out to be the most rewarding year for books since 1983.

ESTIMATED PUBLISHERS' NET BOOK SALES—SECOND QUARTER 1987

(Millions of Dollars and Units)

	Apr.–Jun. 1987		Apr.–Jun. 1986		Percent Change		Jan.–Jun. 1987		Jan.–Jun. 1986		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
Trade	711.6	149.93	625.7	139.64	13.7	7.4	1,406.5	300.70	1,216.2	279.98	15.6	7.4
Adult Hardbound	389.9	58.59	364.0	58.69	7.1	(0.2)	753.0	114.50	675.9	110.32	11.4	3.8
Adult Paperbound	176.8	40.14	147.3	36.30	20.0	10.6	381.6	89.17	319.8	81.34	19.3	9.6
Juvenile Hardbound	100.0	26.73	81.4	23.61	22.9	13.2	190.2	50.95	155.8	45.32	22.1	12.4
Juvenile Paperbound	44.8	24.48	32.9	21.04	36.0	16.3	81.8	46.08	64.7	43.00	26.4	7.2
Religious	165.0	30.11	158.7	31.64	4.0	(4.8)	332.9	62.23	316.0	64.54	5.3	(3.6)
Hardbound	117.4	13.03	112.0	13.65	4.8	(4.6)	236.5	26.94	223.1	27.98	6.0	(3.7)
Paperbound	47.6	17.09	46.7	17.99	1.9	(5.0)	96.4	35.29	93.0	36.55	3.7	(3.5)
Professional	539.8	37.09	547.4	38.36	(1.4)	(3.3)	1,206.4	84.00	1,107.4	77.94	8.9	7.8
Hardbound	356.6	12.18	363.9	13.13	(2.0)	(7.2)	789.8	27.24	736.1	26.81	7.3	1.6
Paperbound	183.2	24.92	183.5	25.23	(0.2)	(1.3)	416.6	56.76	371.3	51.13	12.2	11.0
Book Club	160.0	26.89	146.0	26.74	9.5	0.6	314.3	53.30	281.3	52.13	11.7	2.2
Hardbound	134.0	10.82	121.4	10.65	10.4	1.6	263.5	21.55	233.8	20.79	12.7	3.6
Paperbound	26.0	16.07	24.7	16.09	5.4	(0.1)	50.9	31.75	47.5	31.34	7.0	1.3
Mail Order Publications	150.1	26.49	147.0	27.98	2.1	(5.3)	315.5	55.54	305.4	57.98	3.3	(4.2)
Mass Market Paperbacks	247.3	149.89	206.9	127.72	19.5	17.4	477.2	297.24	442.7	271.47	7.8	9.5
University Presses	27.9	2.16	25.0	1.99	11.4	8.4	54.3	4.60	50.4	4.43	7.8	3.8
Hardbound	22.7	1.15	21.0	1.14	8.3	0.4	42.2	2.17	40.1	2.23	5.2	(2.7)
Paperbound	5.2	1.01	4.1	0.85	27.1	19.2	12.1	2.43	10.3	2.20	18.1	10.4
Elhi Text	448.4	66.22	418.9	65.68	7.0	0.8	580.4	86.72	542.3	86.07	7.0	0.8
Hardbound	258.1	23.51	240.1	23.36	7.5	0.7	333.5	30.62	310.2	30.45	7.5	0.6
Paperbound	190.3	42.71	178.8	42.32	6.4	0.9	246.9	56.09	232.1	55.62	6.4	0.9
College Text	142.4	11.79	149.2	12.81	(4.5)	(8.0)	345.8	28.13	329.1	28.10	5.1	0.1
Hardbound	120.7	8.08	125.7	8.67	(3.9)	(6.8)	293.1	19.28	277.3	19.04	5.7	1.3
Paperbound	21.7	3.71	23.5	4.14	(7.6)	(10.4)	52.7	8.85	51.8	9.07	1.8	(2.4)
Subscription Ref.	48.7	0.12	49.0	0.13	(0.6)	(6.1)	96.7	0.25	97.6	0.26	(0.9)	(6.4)
Total	**2,641.2**	**500.71**	**2,473.8**	**472.69**	**6.8**	**5.9**	**5,130.0**	**972.71**	**4,688.3**	**922.91**	**9.4**	**5.4**

ESTIMATED DOMESTIC CONSUMER EXPENDITURES ON BOOKS—SECOND QUARTER 1987

(Millions of Dollars and Units)

	Apr.–Jun. 1987		Apr.–Jun. 1986		Percent Change		Jan.–Jun. 1987		Jan.–Jun. 1986		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
General Retailers	1,477.5	241.82	1,326.1	221.39	11.4	9.2	2,886.8	463.24	2,539.00	428.19	13.7	8.2
College Stores	256.9	24.26	274.6	26.97	(6.4)	(10.1)	1,286.6	119.51	1,221.8	121.98	5.3	(2.0)
Libraries & Institutions	401.7	28.92	373.1	27.95	7.7	3.5	747.5	53.41	685.1	51.78	9.1	3.1
Schools	478.0	73.99	440.7	72.01	8.5	2.7	733.5	114.07	676.6	110.10	8.4	2.7
Direct to Consumer	445.0	57.06	435.2	58.34	2.3	(2.2)	967.3	124.75	907.4	122.36	6.6	1.9
Other	95.3	40.36	88.4	40.02	7.7	0.9	196.7	83.34	176.9	80.96	11.2	2.9
Total	**3,154.4**	**466.41**	**2,938.2**	**446.68**	**7.4**	**4.4**	**6,818.3**	**958.31**	**6,206.9**	**916.38**	**9.9**	**4.6**